

For this reason, the Department of Health, Education, and Welfare again proposes action by Congress:

First, to strengthen the health warning. As to the exact new wording of the cautionary notice, we would support the recommendation of the Federal Trade Commission; that is, "Warning: Cigarette Smoking is Dangerous to Health and May Cause Death From Cancer and Other Diseases."

Second, to include the health warning in all advertising. In this way the promotion of the use of cigarettes will at least present to the consumer some indication of the health hazard.

Third, to provide the consumer with information on the tar and nicotine level of his cigarette, on the package and in advertising. We believe the consumer is entitled to know the tar and nicotine levels of his cigarette. Since November of 1967, the Federal Trade Commission has issued periodic ratings of these levels; the information is present and available, and all that remains to be done is its listing on packages and in advertising. It is the view of the Public Health Service that this is useful information; that the lower these levels are, the less hazardous is the cigarette likely to be.

And finally, to make possible the inclusion of additional information as to levels of other incriminated agents found in cigarette smoke, as these may be determined from time to time by the Secretary of Health, Education, and Welfare. We feel that in addition to tar and nicotine content there should appear a clear statement on each package of the identity and quantity of each "incriminated agent" found in the cigarette's mainstream smoke. We recommend that such a provision be made mandatory in advertising as well as on packages.

On the question of limiting cigarette advertising either in kind or amount, we defer to the more competent judgment of the regulatory agencies. At the same time we realize that this is a subject of prime interest to this committee. It is no less important to a major American industry and to all of us whose first concern is the public health.

Certainly, as a matter of public policy, it seems reasonable to ask that cigarettes should not be advertised in a way that reaches large numbers of children and young people. Cigarette advertising should not seek to equate smoking with social success or appeal to the opposite sex. Nor should it be overwhelming in volume.

Above all, cigarette advertising should give the consumer a complete story, including the health danger. As cigarette advertising is presently carried on, this is not the case. Even though better told than before, the adverse side of the cigarette story is hardly visible in public advertising when stacked against the overwhelming volume and variety of procigarette commercials.

Today's consumer is thus poorly equipped to make an informed and intelligent decision on whether to take up or continue smoking.

It is this very point—the need for informed and intelligent decision by the individual—which is central to all our efforts and all our concern in public health.

Mr. Chairman, I have tried to present the goals and objectives we seek in meeting our responsibilities to the public health in the matter of cigarette smoking and its consequences to health. A number of proposals now before this committee would strengthen our hand and speed our pace toward these objectives. Their number and variety point

up the fact that the number of avenues, by

We will be pleased to take the most effective course.

Thank you, Mr. Chairman.

Does either of the statements, or are they

Dr. STEWART. They are.

The CHAIRMAN. The conditions that you have

I am sure we will have on these and try to come

Mr. Macdonald, do you

Mr. MACDONALD. I would like to welcome

be as brief as I can.

On page 10 you say:

As a matter of public policy, not be advertised in a way that reaches large numbers of people.

As I recall, when cigarette people said they would form a council, they were taking from them and that sort of thing: done that?

Dr. STEWART. It is inadequate.

Mr. MACDONALD. Will you have any advertising from reaching children?

read magazines, they read Dr. STEWART. This is

Mr. MACDONALD. That are you saying that

would like to have your all advertising of any or the tobacco people.

Dr. STEWART. No, sir, don't think we are concerned whether it should be balanced on our job of trying to

But it seems to me as if everything we can to in a group that we are trying to protect their health.

I would like to emphasize, graph, that, above all, unregulated, it should give

have the hazard story with nicotine and tar content.

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